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FRANCHISE RESTAURANTS:
A STATISTICAL APPENDIX TO FOODSERVICE TRENDS

Compiled by:
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Research and Information Services
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Appendix is based on data from:

U.S. Department of Commerce,
Service Industries Division,
Franchising In The Economy

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SECTION I:

SALES AND ESTABLISHMENT DATA ON
THE FRANCHISE RESTAURANT INDUSTRY

NUMBER OF FRANCHISE FIRMS SURVEYED BY TYPE, 1972 - 1979

<u>Type</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>
Chicken	21	21	24	28	29	27	31	32
Hamburger, Franks and Roast Beef	82	104	98	97	96	109	117	112
Pizza	26	30	36	46	48	60	66	73
Mexican	14	14	15	17	19	23	29	28
Seafood	11	11	13	17	15	14	11	11
Pancake	7	11	10	14	13	13	15	16
Steak, Full Menu	45	48	55	67	76	79	86	94
Sandwich and Other	<u>8</u>	<u>6</u>	<u>8</u>	<u>7</u>	<u>19</u>	<u>25</u>	<u>33</u>	<u>33</u>
TOTAL	214	245	259	293	315	350	388	399

NUMBER OF FRANCHISE RESTAURANT ESTABLISHMENTS

1969 - 1981*

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1969	28,736		3,842		24,894	
1970	32,584	+13.4%	4,906	+27.7%	27,678	+11.2%
1971	30,419	- 6.6%	5,496	+12.0%	24,923	-10.0%
1972	32,538	+ 7.0%	6,319	+15.0%	26,219	+ 5.2%
1973	36,340	+11.7%	8,316	+31.6%	28,024	+ 6.9%
1974	39,796	+ 9.5%	10,115	+21.6%	29,681	+ 5.9%
1975	42,983	+ 8.0%	11,685	+15.5%	31,298	+ 5.4%
1976	46,898	+ 9.1%	12,562	+ 7.5%	34,336	+ 9.7%
1977	51,972	+10.8%	14,527	+15.6%	37,445	+ 9.1%
1978	55,312	+ 6.4%	15,510	+10.2%	39,802	+ 5.0%
1979	58,936	+ 6.5%	16,884	+ 8.8%	42,052	+ 5.6%
1980	63,001	+ 6.9%	17,835	+ 5.6%	45,166	+ 7.4%
1981	68,558	+ 8.8%	19,175	+ 7.5%	49,383	+ 9.3%

*1980 and 1981 estimated by respondents

FRANCHISE RESTAURANT SALES

1969 - 1981*

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1969	\$ 3,790,126		\$ 892,382		\$ 2,897,744	
1970	4,602,111	+21.4%	1,123,314	+25.9%	3,478,797	+20.1%
1971	5,844,950	+27.0%	1,450,731	+29.2%	4,394,219	+26.3%
1972	6,797,405	+16.3%	1,753,297	+20.9%	5,044,108	+14.8%
1973	8,534,094	+25.6%	2,604,851	+48.6%	5,929,243	+17.6%
1974	10,350,567	+21.3%	3,335,338	+28.0%	7,015,229	+18.3%
1975	12,261,964	+18.5%	4,017,681	+20.5%	8,244,103	+17.5%
1976	14,606,313	+19.1%	4,647,136	+15.7%	9,959,177	+20.8%
1977	18,180,404	+24.5%	5,653,160	+21.6%	12,527,244	+25.8%
1978	21,100,788	+16.1%	6,733,545	+19.1%	14,367,243	+14.7%
1979	24,765,916	+17.4%	8,076,401	+19.9%	16,689,515	+16.2%
1980	27,715,761	+11.9%	8,921,173	+10.5%	18,794,588	+12.6%
1981	31,486,881	+13.6%	10,028,787	+12.4%	21,485,094	+14.3%

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1969	\$131,895		\$232,270		\$116,403	
1970	141,238	+ 7.1%	228,967	- 1.4%	125,688	+ 8.0%
1971	192,148	+36.1%	263,961	+15.3%	176,312	+40.3%
1972	208,907	+ 8.7%	277,464	+ 5.1%	192,384	+ 9.1%
1973	234,840	+12.4%	313,234	+12.9%	211,577	+10.0%
1974	260,091	+10.8%	329,742	+ 5.3%	236,354	+11.7%
1975	285,275	+ 9.7%	343,848	+ 4.3%	263,407	+11.4%
1976	311,449	+ 9.2%	369,936	+ 7.6%	290,051	+10.1%
1977	349,812	+12.3%	401,674	+ 8.6%	330,552	+14.0%
1978	381,487	+ 9.0%	434,142	+ 8.1%	360,968	+ 9.2%
1979	420,217	+10.2%	478,346	+10.2%	396,878	+ 9.9%
1980	439,925	+ 4.7%	500,205	+ 4.6%	416,122	+ 4.8%
1981	459,273	+ 4.4%	523,013	+ 4.6%	435,070	+ 4.4%

*Respondents Estimated 1980 and 1981.

PRINCIPAL TYPE OF SERVICE PROVIDED BY
FRANCHISE RESTAURANT CHAINS, 1978 - 1979

Major Activity	Self-Service, Drive-In and Drive-Thru		Waiter or Waitress Service	
	<u>1978</u>	<u>1979</u>	<u>1978</u>	<u>1979</u>
Chicken	30	30	1	2
Hamburgers, Etc.	107	104	10	8
Pizza	38	42	28	31
Mexican	20	18	9	10
Seafood	9	8	2	3
Pancakes, Waffles	0	0	15	16
Steak, Full Menu	18	20	68	74
Sandwich and Other	<u>31</u>	<u>30</u>	<u>2</u>	<u>3</u>
TOTAL	253	252	135	147

FRANCHISE RESTAURANT COMPANY DISTRIBUTION
BY NUMBER OF ESTABLISHMENTS - 1972 - 1979

SIZE GROUPS	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>
1001+	5	6	7	7	7	8	11	14
501-1000	6	5	8	11	15	14	11	8
151- 500	28	30	29	32	28	39	34	41
51- 150	45	49	52	46	54	54	59	56
11- 50	77	90	95	115	115	128	153	157
0- 10	<u>53</u>	<u>65</u>	<u>68</u>	<u>82</u>	<u>96</u>	<u>107</u>	<u>120</u>	<u>123</u>
TOTAL	214	245	259	293	315	350	388	399

FRANCHISE RESTAURANT DISTRIBUTION BY NUMBER OF ESTABLISHMENTS, 1972 - 1979

NUMBER

Size Groups	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>
1001 +	14,278	16,567	18,750	19,646	21,303	23,421	27,750	32,435
501 - 1000	4,952	4,419	5,913	7,672	10,367	10,902	8,925	6,184
151 - 500	7,318	8,513	7,869	8,279	7,064	9,325	8,833	10,690
51 - 150	3,775	4,266	4,627	4,091	4,956	4,432	5,580	5,054
11 - 50	1,936	2,201	2,262	2,881	2,711	3,326	3,642	3,916
0 - 10	<u>279</u>	<u>374</u>	<u>375</u>	<u>414</u>	<u>497</u>	<u>566</u>	<u>582</u>	<u>657</u>
TOTAL	32,538	36,340	39,796	42,983	46,898	51,972	55,312	58,936

PERCENT

Size Groups	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>
1001 +	43.9%	45.6%	47.1%	45.7%	45.4%	45.1%	50.2%	55.0%
501 - 1000	15.2%	12.2%	14.9%	17.8%	22.1%	21.0%	16.1%	10.5%
151 - 500	22.5%	23.4%	19.8%	19.3%	15.1%	17.9%	16.0%	18.1%
51 - 150	11.6%	11.7%	11.6%	9.5%	10.6%	8.5%	10.1%	8.6%
11 - 50	5.9%	6.1%	5.7%	6.7%	5.8%	6.4%	6.6%	6.7%
0 - 10	<u>0.9%</u>	<u>1.0%</u>	<u>0.9%</u>	<u>1.0%</u>	<u>1.0%</u>	<u>1.1%</u>	<u>1.0%</u>	<u>1.1%</u>
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

FRANCHISE RESTAURANT SALES AND DISTRIBUTION BY NUMBER OF ESTABLISHMENTS, 1972 - 1979

(Sales in Millions of Dollars)

SALES

Size Groups	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>
1001 +	\$2,867	\$3,761	\$ 4,808	\$ 5,614	\$ 6,671	\$ 8,447	\$11,400	\$14,408
501 - 1000	1,332	1,476	1,894	2,682	3,675	4,259	3,514	3,010
151 - 500	1,488	1,909	2,026	2,050	1,990	2,750	2,929	3,905
51 - 150	669	830	949	950	1,272	1,495	1,713	1,645
11 - 50	387	483	592	876	861	1,074	1,361	1,526
0 - 10	<u>56</u>	<u>75</u>	<u>82</u>	<u>90</u>	<u>137</u>	<u>155</u>	<u>184</u>	<u>272</u>
TOTAL	\$6,799	\$8,534	\$10,351	\$12,262	\$14,606	\$18,180	\$21,101	\$24,766

PERCENT

Size Groups	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>
1001 +	42.2%	44.0%	46.4%	45.8%	45.7%	46.5%	54.0%	58.2%
501 - 1000	19.6%	17.3%	18.3%	21.9%	25.2%	23.4%	16.7%	12.1%
151 - 500	21.9%	22.4%	19.6%	16.7%	13.6%	15.1%	13.9%	15.8%
51 - 150	9.8%	9.7%	9.2%	7.8%	8.7%	8.2%	8.1%	6.6%
11 - 50	5.7%	5.7%	5.7%	7.1%	5.9%	5.9%	6.4%	6.2%
0 - 10	<u>0.8%</u>	<u>0.9%</u>	<u>0.8%</u>	<u>0.7%</u>	<u>0.9%</u>	<u>0.9%</u>	<u>0.9%</u>	<u>1.1%</u>
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

SECTION II: SALES AND ESTABLISHMENT DATA
ON TYPES OF RESTAURANT FRANCHISING

RESTAURANT FRANCHISING -- 1979

Type of Franchise	Firms		Units		Sales	
	Number	Percent	Number	Percent	Number	(000) Percent
Chicken	32	8.0%	7,075	12.0%	\$ 2,258,017	9.2%
Hamburger, Frank,						
Roast Beef	112	28.1%	27,310	46.3%	12,740,586	51.4%
Pizza	73	18.3%	8,407	14.3%	2,141,618	8.6%
Mexican						
(Taco, etc.)	28	7.0%	2,477	4.2%	694,514	2.8%
Seafood	11	2.8%	2,383	4.1%	773,736	3.1%
Pancake, Waffles	16	4.0%	1,600	2.7%	726,429	3.0%
Steak, full menu	94	23.5%	8,487	14.4%	5,225,166	21.1%
Sandwich and other	<u>33</u>	<u>8.3%</u>	<u>1,197</u>	<u>2.0%</u>	<u>205,850</u>	<u>0.8%</u>
TOTAL	399	100.0%	58,936	100.0%	\$24,765,916	100.0%

CHICKEN FRANCHISE RESTAURANTS

1973 - 1981*
NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	4,927		1,062		3,865	
1974	5,686	+15.4%	1,663	+56.6%	4,023	+ 4.1%
1975	5,706	+ 0.4%	1,644	- 1.1%	4,062	+ 1.1%
1976	6,171	+ 8.2%	1,705	+ 3.7%	4,466	+10.1%
1977	6,437	+ 4.3%	1,729	+ 1.4%	4,708	+ 5.4%
1978	6,708	+ 4.2%	1,870	+ 8.2%	4,838	+ 2.8%
1979	7,075	+ 5.5%	1,990	+ 6.4%	5,085	+ 5.1%
1980	7,545	+ 6.6%	2,145	+ 7.8%	5,400	+ 6.2%
1981	8,174	+ 8.3%	2,333	+ 8.8%	5,841	+ 8.2%

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	\$1,129,496		\$301,031		\$ 828,465	
1974	1,258,617	+11.4%	421,676	+40.1%	836,941	+ 1.0%
1975	1,373,887	+ 9.2%	461,001	+ 9.3%	912,886	+ 9.1%
1976	1,609,270	+17.1%	483,143	+ 4.8%	1,126,127	+26.2%
1977	2,088,861	+29.8%	569,167	+17.8%	1,519,694	+34.9%
1978	2,034,012	- 2.6%	653,977	+14.9%	1,380,035	- 9.2%
1979	2,258,017	+11.0%	739,354	+13.1%	1,518,663	+10.0%
1980	2,453,343	+ 8.7%	819,477	+10.8%	1,633,866	+ 7.6%
1981	2,697,441	+ 9.9%	921,500	+12.4%	1,775,941	+ 8.7%

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee Owned</u>
1973	\$229,246	\$283,457	\$214,351
1974	221,345	253,563	208,039
1975	240,779	280,414	224,738
1976	260,780	283,368	252,156
1977	324,508	329,189	322,790
1978	303,222	349,720	285,249
1979	319,154	371,534	298,655
1980	325,161	382,040	302,567
1981	330,002	394,984	304,047

* 1980 and 1981 estimated by respondents

HAMBURGER, FRANK, ROAST BEEF, ETC.

FRANCHISE RESTAURANTS

1973 - 1981*

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	21,375		3,300		18,075	
1974	22,069	+ 3.3%	3,425	+ 3.8%	18,644	+ 3.2%
1975	22,810	+ 3.4%	3,915	+14.3%	18,895	+ 1.4%
1976	24,064	+ 5.5%	3,997	+ 2.1%	20,067	+ 6.2%
1977	24,822	+ 3.1%	4,293	+ 7.4%	20,529	+ 2.3%
1978	26,038	+ 4.9%	4,648	+ 8.3%	21,390	+ 4.2%
1979	27,310	+ 4.9%	5,153	+10.8%	22,157	+ 3.6%
1980	29,148	+ 6.7%	5,422	+ 5.2%	23,726	+ 7.1%
1981	31,382	+ 7.7%	5,859	+ 8.1%	25,523	+ 7.6%

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	\$ 4,883,094		\$1,160,959		\$ 3,722,135	
1974	5,879,428	+20.4%	1,437,901	+23.9%	4,441,527	+19.3%
1975	6,759,903	+15.0%	1,671,422	+16.2%	5,088,481	+14.6%
1976	8,030,623	+18.8%	1,999,638	+19.6%	6,030,985	+18.5%
1977	9,100,843	+13.8%	2,242,204	+12.1%	6,858,639	+13.7%
1978	10,862,837	+19.4%	2,589,465	+15.5%	8,273,372	+20.6%
1979	12,740,586	+17.3%	3,066,896	+18.4%	9,673,690	+16.9%
1980	14,564,882	+14.3%	3,467,298	+13.1%	11,097,584	+14.7%
1981	16,701,359	+14.7%	3,938,811	+13.6%	12,762,548	+15.0%

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee Owned</u>
1973	\$228,449	\$351,806	\$205,927
1974	266,411	419,825	238,228
1975	296,357	426,928	269,303
1976	333,719	500,285	300,542
1977	366,644	522,293	334,095
1978	417,192	557,114	386,787
1979	466,517	595,167	436,597
1980	499,687	639,487	467,739
1981	532,195	672,266	500,041

* 1980 and 1981 estimated by respondents

PIZZA

FRANCHISE RESTAURANTS

1973 - 1981*

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	3,364		1,153		2,211	
1974	4,329	+28.7%	1,698	+47.3%	2,631	+19.0%
1975	5,011	+15.8%	2,084	+22.7%	2,927	+11.3%
1976	5,745	+14.7%	2,413	+15.8%	3,332	+13.8%
1977	6,759	+17.6%	2,756	+14.2%	4,003	+20.1%
1978	7,542	+11.6%	3,042	+10.4%	4,500	+12.4%
1979	8,407	+11.5%	3,285	+ 8.0%	5,122	+13.8%
1980	9,029	+ 7.4%	3,412	+ 3.9%	5,617	+ 9.6%
1981	10,102	+11.9%	3,676	+ 7.7%	6,426	+14.4%

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	\$ 505,103		\$ 174,379		\$ 330,724	
1974	705,423	+39.7%	267,915	+53.6%	437,508	+32.3%
1975	924,364	+31.0%	375,490	+40.2%	548,873	+25.4%
1976	1,091,534	+18.1%	445,145	+18.6%	646,398	+17.8%
1977	1,416,254	+29.7%	556,053	+24.2%	860,201	+33.1%
1978	1,735,279	+22.5%	696,364	+25.2%	1,038,915	+20.8%
1979	2,141,618	+23.4%	821,046	+17.9%	1,320,572	+27.1%
1980	2,354,486	+ 9.9%	891,500	+ 8.6%	1,462,986	+10.8%
1981	2,734,770	+16.1%	1,032,201	+15.8%	1,702,569	+16.4%

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee Owned</u>
1973	\$150,150	\$151,239	\$149,581
1974	162,953	157,783	166,290
1975	184,467	180,178	187,521
1976	189,997	184,478	193,997
1977	209,536	201,761	214,889
1978	230,082	228,916	230,870
1979	254,742	249,937	257,823
1980	260,769	261,283	260,456
1981	270,715	280,794	264,950

*1980 and 1981 estimated by respondents

MEXICAN FRANCHISE RESTAURANTS

1973 - 1981*

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	1,030		351		679	
1974	1,157	+12.3%	416	+18.5%	741	+ 9.1%
1975	1,462	+26.4%	518	+24.5%	944	+27.4%
1976	1,652	+13.0%	610	+17.8%	1,042	+10.4%
1977	2,147	+30.0%	847	+38.8%	1,300	+24.8%
1978	2,329	+ 8.5%	993	+10.2%	1,336	+ 2.8%
1979	2,477	+ 6.4%	1,050	+ 5.7%	1,427	+ 6.8%
1980	2,668	+ 7.7%	1,107	+ 5.4%	1,561	+ 9.4%
1981	2,933	+ 9.9%	1,169	+ 5.6%	1,764	+13.0%

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	\$138,410		\$ 54,600		\$ 83,810	
1974	177,763	+28.4%	71,224	+30.4%	106,539	+27.1%
1975	272,587	+53.3%	116,070	+63.0%	156,517	+46.9%
1976	309,113	+13.4%	140,985	+21.5%	168,128	+ 7.4%
1977	495,043	+60.1%	238,250	+69.0%	256,793	+52.7%
1978	602,376	+21.7%	304,697	+27.9%	297,679	+15.9%
1979	694,514	+15.3%	322,758	+ 5.9%	371,756	+24.8%
1980	750,783	+ 8.1%	342,297	+ 6.1%	408,486	+ 9.8%
1981	823,138	+ 9.6%	366,568	+ 7.1%	456,570	+11.7%

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee Owned</u>
1973	\$134,379	\$155,555	\$123,432
1974	153,641	171,212	143,777
1975	186,448	224,073	165,802
1976	187,114	231,123	161,351
1977	230,574	281,287	197,533
1978	258,641	306,845	222,814
1979	280,385	307,388	260,515
1980	281,402	309,211	261,682
1981	280,647	313,573	258,826

* 1980 and 1981 estimated by respondents

SEAFOOD FRANCHISE RESTAURANTS

1973 - 1981*

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	540		217		323	
1974	759	+40.6%	325	+49.8%	434	+34.4%
1975	1,351	+78.0%	527	+62.2%	824	+89.9%
1976	1,831	+35.5%	680	+29.0%	1,151	+39.7%
1977	2,347	+28.2%	878	+29.1%	1,469	+27.6%
1978	2,297	- 2.3%	899	+ 2.4%	1,398	- 4.8%
1979	2,383	+ 3.7%	965	+ 7.3%	1,418	+ 1.4%
1980	2,531	+ 6.2%	1,072	+11.1%	1,459	+ 2.9%
1981	2,745	+ 8.5%	1,177	+ 9.8%	1,568	+ 7.5%

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	\$ 95,245		\$ 39,861		\$ 55,384	
1974	152,616	+60.2%	64,862	+62.7%	87,754	+ 58.4%
1975	295,670	+93.7%	113,055	+74.3%	182,615	+108.1%
1976	439,762	+48.7%	169,889	+50.3%	269,873	+ 47.8%
1977	579,067	+31.7%	224,775	+32.3%	354,292	+ 31.3%
1978	563,827	- 2.6%	216,486	- 3.7%	347,341	- 2.0%
1979	773,736	+37.2%	317,572	+46.7%	456,164	+ 31.3%
1980	853,296	+10.3%	371,245	+16.9%	482,051	+ 5.7%
1981	957,284	+12.2%	435,644	+17.3%	521,640	+ 8.2%

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee Owned</u>
1973	\$176,377	\$183,691	\$171,468
1974	201,075	199,575	202,198
1975	218,853	214,526	221,620
1976	240,176	249,837	234,468
1977	246,726	256,008	241,178
1978	245,462	240,808	248,456
1979	324,689	329,090	321,695
1980	337,137	346,310	330,398
1981	348,737	370,130	332,678

*1980 and 1981 estimated by respondents

PANCAKE FRANCHISE RESTAURANTS

1973 - 1981*

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	883		208		675	
1974	818	- 7.4%	155	-25.5%	663	- 1.8%
1975	1,099	+34.4%	261	+68.4%	838	+26.4%
1976	1,226	+11.6%	263	+ 0.8%	963	+14.9%
1977	1,353	+10.4%	273	+ 3.8%	1,080	+12.1%
1978	1,441	+ 6.5%	363	+32.9%	1,078	- 0.2%
1979	1,600	+11.0%	427	+17.6%	1,173	+ 8.8%
1980	1,720	+ 7.5%	469	+ 9.8%	1,251	+ 6.6%
1981	1,886	+ 9.6%	530	+13.0%	1,356	+ 8.4%

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	\$254,565		\$ 53,370		\$201,195	
1974	267,868	+ 5.2%	49,420	- 7.4%	218,448	+ 8.6%
1975	371,498	+38.7%	79,637	+61.1%	291,861	+33.6%
1976	464,462	+25.0%	89,975	+13.0%	374,487	+28.3%
1977	552,112	+18.9%	103,530	+15.1%	448,582	+19.8%
1978	601,029	+ 8.9%	139,899	+35.1%	461,130	+ 2.8%
1979	726,429	+20.8%	204,180	+45.9%	522,249	+13.3%
1980	806,566	+11.0%	233,783	+14.5%	572,783	+ 9.7%
1981	917,852	+13.8%	271,586	+16.2%	646,266	+12.8%

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee Owned</u>
1973	\$288,296	\$256,586	\$298,067
1974	327,467	318,839	329,484
1975	338,033	305,123	348,283
1976	378,843	342,110	388,875
1977	408,065	379,231	415,354
1978	417,092	385,397	427,764
1979	454,018	478,173	445,225
1980	468,933	498,471	457,860
1981	486,665	512,426	476,597

*1980 and 1981 estimated by respondents

STEAK, FULL MENU FRANCHISE RESTAURANTS

1973 - 1981*

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	3,946		2,016		1,930	
1974	4,647	+17.8%	2,404	+19.3%	2,243	+16.2%
1975	5,148	+10.8%	2,703	+12.4%	2,445	+ 9.0%
1976	5,669	+10.1%	2,849	+ 5.4%	2,820	+15.3%
1977	7,253	+27.9%	3,136	+10.1%	4,117	+46.0%
1978	7,924	+ 9.3%	3,479	+10.9%	4,445	+ 8.0%
1979	8,487	+ 7.1%	3,788	+ 8.9%	4,699	+ 5.7%
1980	8,989	+ 5.9%	3,975	+ 4.9%	5,014	+ 6.7%
1981	9,672	+ 7.6%	4,176	+ 5.0%	5,496	+ 9.6%

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	\$1,494,444		\$ 818,531		\$ 675,913	
1974	1,865,330	+24.8%	1,018,830	+24.5%	846,500	+25.2%
1975	2,209,881	+18.5%	1,196,494	+17.4%	1,013,387	+19.7%
1976	2,585,786	+17.0%	1,310,103	+ 9.5%	1,275,683	+25.9%
1977	3,822,634	+47.8%	1,703,461	+30.0%	2,119,173	+66.1%
1978	4,531,709	+18.5%	2,104,623	+23.5%	2,427,086	+14.5%
1979	5,225,166	+15.3%	2,575,335	+22.4%	2,649,831	+ 9.2%
1980	5,681,244	+ 8.7%	2,762,048	+ 7.3%	2,919,196	+10.2%
1981	6,331,601	+11.4%	3,023,137	+ 9.4%	3,308,464	+13.3%

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee Owned</u>
1973	\$378,724	\$406,017	\$350,214
1974	401,405	423,806	377,396
1975	429,270	442,654	414,473
1976	456,127	459,847	452,370
1977	527,042	543,195	514,737
1978	571,897	604,951	546,026
1979	615,667	679,866	563,913
1980	632,021	694,854	582,209
1981	654,632	723,931	601,976

* 1980 and 1981 estimated by respondents

SANDWICH AND OTHER FRANCHISE RESTAURANTS

1973 - 1981*

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	275		9		266	
1974	331	+20.4%	29	+222.2%	302	+13.5%
1975	396	+19.6%	33	+ 13.8%	363	+20.2%
1976	540	+36.4%	45	+ 36.4%	495	+36.4%
1977	854	+58.1%	162	+260.0%	692	+39.8%
1978	1,033	+21.0%	216	+ 33.3%	817	+18.1%
1979	1,197	+15.8%	226	+ 4.6%	971	+18.8%
1980	1,371	+14.5%	233	+ 3.1%	1,138	+17.2%
1981	1,664	+21.4%	255	+ 9.4%	1,409	+23.8%

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	\$ 33,737		\$ 2,210		\$ 31,617	
1974	43,522	+29.0%	3,510	+65.6%	40,012	+26.6%
1975	54,174	+24.5%	4,692	+33.7%	49,482	+23.7%
1976	75,763	+39.8%	8,258	+76.0%	67,505	+36.4%
1977	125,590	+65.8%	15,270	+84.9%	109,870	+62.8%
1978	169,719	+35.1%	28,034	+83.6%	141,685	+29.0%
1979	205,850	+21.3%	29,260	+ 4.3%	176,590	+24.6%
1980	251,161	+22.0%	33,525	+14.5%	217,636	+23.2%
1981	323,436	+28.7%	39,340	+17.3%	284,096	+30.5%

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee Owned</u>
1973	\$122,680	\$235,556	\$118,861
1974	131,486	121,034	132,490
1975	136,803	142,182	136,314
1976	140,302	183,511	136,374
1977	147,061	94,259	158,772
1978	164,297	129,787	173,421
1979	171,971	129,469	181,864
1980	183,195	143,884	191,244
1981	194,372	154,274	201,629

* 1980 and 1981 estimated by respondents

SECTION III: FRANCHISE RESTAURANT
ESTABLISHMENTS BY STATE AND REGION

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION, 1974
(REPRESENTS 86 PERCENT OF TOTAL ESTABLISHMENTS)

	<u>Total</u>	<u>Company Owned</u>	<u>Franchise Owned</u>		<u>Total</u>	<u>Company Owned</u>	<u>Franchise Owned</u>
NEW ENGLAND	1,141	323	818	EAST SOUTH CENTRAL	2,148	472	1,676
Maine	95	36	59	Kentucky	635	141	494
New Hampshire	103	22	81	Tennessee	647	166	481
Vermont	39	3	36	Alabama	611	136	475
Massachusetts	497	149	348	Mississippi	255	29	226
Rhode Island	90	13	77				
Connecticut	317	100	217	WEST SOUTH CENTRAL	4,036	1,327	2,709
				Arkansas	409	51	358
MIDDLE ATLANTIC	3,267	901	2,366	Louisiana	395	128	267
New York	1,451	584	867	Oklahoma	581	206	375
New Jersey	654	84	570	Texas	2,651	942	1,709
Pennsylvania	1,162	233	929				
				MOUNTAIN	1,807	346	1,461
EAST NORTH CENTRAL	7,976	2,073	5,903	Montana	135	0	135
Ohio	2,251	716	1,535	Idaho	137	8	129
Indiana	1,280	351	929	Wyoming	67	1	66
Illinois	1,876	435	1,441	Colorado	588	117	471
Michigan	1,677	404	1,273	New Mexico	206	39	167
Wisconsin	892	167	725	Arizona	396	102	294
				Utah	159	30	129
WEST NORTH CENTRAL	3,566	765	2,801	Nevada	119	49	70
Minnesota	774	145	629				
Iowa	755	75	680	PACIFIC	4,587	1,151	3,436
Missouri	902	302	600	Washington	534	107	427
North Dakota	123	7	116	Oregon	389	90	299
South Dakota	114	15	99	California	3,546	913	2,633
Nebraska	313	59	254	Alaska	32	0	32
Kansas	585	162	423	Hawaii	86	41	45
SOUTH ATLANTIC	5,760	1,873	3,887	SUBTOTAL	34,288	9,231	25,057
Delaware	70	6	64				
Maryland	387	91	296	UNREPORTED	5,508	884	4,624
District of Columbia	73	53	20				
Virginia	646	217	429	TOTAL UNITED STATES	39,796	10,115	29,681
West Virginia	469	50	419				
North Carolina	847	207	640				
South Carolina	461	130	331				
Georgia	1,108	500	608				
Florida	1,699	619	1,080				

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION, 1975
(REPRESENTS 88 PERCENT OF TOTAL ESTABLISHMENTS)

	<u>Total</u>	<u>Company Owned</u>	<u>Franchise Owned</u>		<u>Total</u>	<u>Company Owned</u>	<u>Franchise Owned</u>
NEW ENGLAND	1,289	320	969	EAST SOUTH CENTRAL	2,488	518	1,970
Maine	101	35	66	Kentucky	727	159	568
New Hampshire	106	26	80	Tennessee	796	179	617
Vermont	38	0	38	Alabama	663	140	523
Massachusetts	497	141	356	Mississippi	302	40	262
Rhode Island	95	12	83				
Connecticut	452	106	346	WEST SOUTH CENTRAL	4,730	1,625	3,105
				Arkansas	376	59	317
MIDDLE ATLANTIC	3,422	911	2,511	Louisiana	540	212	328
New York	1,540	603	937	Oklahoma	638	244	394
New Jersey	749	81	668	Texas	3,176	1,110	2,066
Pennsylvania	1,133	227	906				
				MOUNTAIN	2,344	493	1,851
EAST NORTH CENTRAL	8,587	2,382	6,205	Montana	174	1	173
Ohio	2,461	840	1,621	Idaho	169	6	163
Indiana	1,346	363	983	Wyoming	97	8	89
Illinois	2,034	501	1,533	Colorado	661	182	479
Michigan	1,785	475	1,310	New Mexico	252	47	205
Wisconsin	961	203	758	Arizona	560	140	420
				Utah	276	56	220
WEST NORTH CENTRAL	3,790	941	3,029	Nevada	155	53	102
Minnesota	843	203	640				
Iowa	862	110	752	PACIFIC	4,984	1,127	3,747
Missouri	796	324	652	Washington	610	111	499
North Dakota	122	8	114	Oregon	537	103	434
South Dakota	163	27	136	California	3,720	984	2,736
Nebraska	384	92	292	Alaska	27	0	27
Kansas	620	177	443	Hawaii	90	39	51
SOUTH ATLANTIC	6,055	2,068	3,987	SUBTOTAL	37,869	10,495	27,374
Delaware	71	11	60				
Maryland	437	150	287	UNREPORTED	5,114	1,190	3,924
District of Columbia	57	29	28				
Virginia	822	244	578	TOTAL UNITED			
West Virginia	287	65	222	STATES	42,983	11,685	31,298
North Carolina	962	280	682				
South Carolina	474	131	343				
Georgia	1,249	547	702				
Florida	1,696	611	1,085				

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION, 1976
(REPRESENTS 80 PERCENT OF TOTAL ESTABLISHMENTS)

	<u>Total</u>	<u>Company Owned</u>	<u>Franchise Owned</u>		<u>Total</u>	<u>Company Owned</u>	<u>Franchise Owned</u>
NEW ENGLAND	1,220	320	900	EAST SOUTH CENTRAL	2,446	527	1,919
Maine	100	35	65	Kentucky	677	149	528
New Hampshire	69	5	64	Tennessee	775	174	601
Vermont	37	0	37	Alabama	684	165	519
Massachusetts	537	169	368	Mississippi	310	39	271
Rhode Island	100	11	89				
Connecticut	377	100	277	WEST SOUTH CENTRAL	4,792	1,726	3,066
				Arkansas	424	115	309
MIDDLE ATLANTIC	3,325	830	2,495	Louisiana	494	159	335
New York	1,359	527	832	Oklahoma	653	267	386
New Jersey	721	94	627	Texas	3,221	1,185	2,036
Pennsylvania	1,245	209	1,036				
				MOUNTAIN	2,191	439	1,752
EAST NORTH CENTRAL	8,631	2,280	6,351	Montana	134	1	133
Ohio	2,506	821	1,685	Idaho	178	7	171
Indiana	1,327	327	1,000	Wyoming	94	7	87
Illinois	1,995	507	1,488	Colorado	655	185	470
Michigan	1,870	470	1,400	New Mexico	220	26	194
Wisconsin	933	155	778	Arizona	519	128	391
				Utah	240	38	202
WEST NORTH CENTRAL	3,858	861	2,997	Nevada	151	47	104
Minnesota	921	223	698				
Iowa	827	91	736	PACIFIC	5,282	1,214	4,068
Missouri	865	289	576	Washington	634	105	529
North Dakota	138	5	133	Oregon	583	109	474
South Dakota	137	7	130	California	3,942	959	2,983
Nebraska	350	80	270	Alaska	33	0	33
Kansas	620	166	454	Hawaii	90	41	49
SOUTH ATLANTIC	5,805	1,883	3,922	SUBTOTAL	37,550	10,080	27,470
Delaware	71	10	61				
Maryland	472	131	341	UNREPORTED	9,348	2,482	6,866
District of Columbia	60	23	37				
Virginia	804	197	607	TOTAL UNITED			
West Virginia	263	45	218	STATES	46,898	12,562	34,336
North Carolina	863	264	599				
South Carolina	431	122	309				
Georgia	1,207	505	702				
Florida	1,634	586	1,048				

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION, 1977
(REPRESENTS 86 PERCENT OF TOTAL ESTABLISHMENTS)

	<u>Total</u>	<u>Company Owned</u>	<u>Franchise Owned</u>		<u>Total</u>	<u>Company Owned</u>	<u>Franchise Owned</u>
NEW ENGLAND	1,289	323	966	EAST SOUTH CENTRAL	3,274	848	2,426
Maine	105	33	72	Kentucky	961	204	757
New Hampshire	114	22	92	Tennessee	1,005	325	680
Vermont	39	1	38	Alabama	854	248	606
Massachusetts	547	168	379	Mississippi	454	71	383
Rhode Island	102	13	89				
Connecticut	382	86	296	WEST SOUTH CENTRAL	6,019	2,309	3,710
				Arkansas	619	193	426
MIDDLE ATLANTIC	4,100	1,053	3,047	Louisiana	646	208	438
New York	1,886	636	1,250	Oklahoma	835	372	463
New Jersey	811	107	704	Texas	3,919	1,536	2,383
Pennsylvania	1,403	310	1,093				
				MOUNTAIN	2,750	595	2,155
EAST NORTH CENTRAL	9,760	2,885	6,875	Montana	173	1	172
Ohio	2,934	969	1,965	Idaho	206	27	179
Indiana	1,554	438	1,116	Wyoming	115	6	109
Illinois	2,283	643	1,640	Colorado	797	222	575
Michigan	1,948	611	1,337	New Mexico	344	61	283
Wisconsin	1,041	224	817	Arizona	624	165	459
				Utah	319	68	251
WEST NORTH CENTRAL	4,699	1,090	3,609	Nevada	172	45	127
Minnesota	1,010	255	755				
Iowa	972	123	849	PACIFIC	5,851	1,509	4,342
Missouri	1,097	357	740	Washington	703	158	545
North Dakota	175	16	159	Oregon	626	133	493
South Dakota	174	20	154	California	4,342	1,167	3,175
Nebraska	542	123	419	Alaska	45	0	45
Kansas	729	196	533	Hawaii	135	51	84
SOUTH ATLANTIC	7,047	2,320	4,727	SUBTOTAL	44,789	12,932	31,857
Delaware	74	10	64				
Maryland	522	160	362	UNREPORTED	7,183	1,595	5,588
District of Columbia	67	26	41				
Virginia	1,041	294	747	TOTAL UNITED STATES	51,972	14,527	37,445
West Virginia	399	84	315				
North Carolina	1,063	229	834				
South Carolina	589	178	411				
Georgia	1,375	655	720				
Florida	1,917	684	1,233				

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION, 1978
(Represents 89 Percent of Total Establishments)

	<u>Total</u>	<u>Company Owned</u>	<u>Franchise Owned</u>		<u>Total</u>	<u>Company Owned</u>	<u>Franchise Owned</u>
NEW ENGLAND	1,414	344	1,070	EAST SOUTH CENTRAL	3,778	937	2,841
Maine	115	26	89	Kentucky	1,061	248	813
New Hampshire	120	24	96	Tennessee	1,220	369	851
Vermont	42	0	42	Alabama	944	249	695
Massachusetts	576	170	406	Mississippi	553	71	482
Rhode Island	104	15	89				
Connecticut	457	109	348	WEST SOUTH CENTRAL	7,125	2,498	4,627
				Arkansas	595	150	445
MIDDLE ATLANTIC	4,340	1,233	3,107	Louisiana	761	231	530
New York	1,833	623	1,255	Oklahoma	1,051	404	647
New Jersey	914	219	695	Texas	4,718	1,713	3,005
Pennsylvania	1,543	336	1,157				
				MOUNTAIN	2,901	688	2,213
EAST NORTH CENTRAL	10,509	2,914	7,595	Montana	182	3	179
Ohio	3,070	1,033	2,037	Idaho	214	37	177
Indiana	1,673	448	1,225	Wyoming	134	13	121
Illinois	2,604	690	1,914	Colorado	845	226	619
Michigan	2,108	506	1,602	New Mexico	336	61	275
Wisconsin	1,054	237	817	Arizona	682	209	473
				Utah	311	75	236
WEST NORTH CENTRAL	4,867	1,214	3,653	Nevada	197	64	133
Minnesota	1,084	234	800				
Iowa	1,056	142	914	PACIFIC	6,442	1,725	4,717
Missouri	1,141	405	736	Washington	777	211	566
North Dakota	157	12	145	Oregon	631	145	486
South Dakota	176	17	159	California	4,844	1,308	3,536
Nebraska	483	151	332	Alaska	47	0	47
Kansas	770	203	567	Hawaii	143	61	82
SOUTH ATLANTIC	7,787	2,440	5,347	SUBTOTAL	49,163	13,993	35,170
Delaware	84	12	72				
Maryland	566	171	395	UNREPORTED	6,149	1,517	4,632
District of Columbia	72	30	42				
Virginia	1,165	333	832	TOTAL UNITED STATES	55,312	15,510	39,802
West Virginia	386	94	292				
North Carolina	1,155	257	898				
South Carolina	663	189	479				
Georgia	1,641	665	976				
Florida	2,050	689	1,361				

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION, 1979
(Represents 90 Percent of Total Establishments)

	<u>Total</u>	<u>Company Owned</u>	<u>Franchise Owned</u>		<u>Total</u>	<u>Company Owned</u>	<u>Franchise Owned</u>
NEW ENGLAND	1,458	355	1,103	EAST SOUTH CENTRAL	3,785	935	2,850
Maine	120	31	89	Kentucky	1,143	280	863
New Hampshire	135	30	105	Tennessee	1,271	402	869
Vermont	47	0	47	Alabama	770	164	606
Massachusetts	619	172	447	Mississippi	601	89	512
Rhode Island	107	27	80				
Connecticut	430	95	335	WEST SOUTH CENTRAL	7,741	2,549	5,192
				Arkansas	640	124	516
MIDDLE ATLANTIC	4,674	1,141	3,533	Louisiana	877	268	609
New York	2,016	560	1,456	Oklahoma	1,096	422	674
New Jersey	971	144	827	Texas	5,128	1,735	3,393
Pennsylvania	1,687	437	1,250				
				MOUNTAIN	3,307	807	2,500
EAST NORTH CENTRAL	11,052	3,211	7,841	Montana	189	12	177
Ohio	3,025	1,101	1,924	Idaho	237	36	201
Indiana	1,831	460	1,371	Wyoming	136	15	121
Illinois	2,674	761	1,913	Colorado	996	273	723
Michigan	2,367	661	1,706	New Mexico	403	67	336
Wisconsin	1,155	228	927	Arizona	757	234	523
				Utah	355	89	266
WEST NORTH CENTRAL	5,226	1,230	3,996	Nevada	234	81	153
Minnesota	1,164	310	854				
Iowa	1,105	150	955	PACIFIC	7,220	1,988	5,232
Missouri	1,269	392	877	Washington	880	240	640
North Dakota	177	16	161	Oregon	728	197	531
South Dakota	199	24	175	California	5,376	1,488	3,888
Nebraska	499	136	363	Alaska	86	3	83
Kansas	813	202	611	Hawaii	150	60	90
SOUTH ATLANTIC	8,636	2,669	5,967	SUBTOTAL	53,099	14,885	38,214
Delaware	97	16	81				
Maryland	650	204	446	UNREPORTED	5,837	1,999	3,838
Distric of Co.	86	32	54				
Virginia	1,278	402	876	TOTAL UNITED			
West Virginia	420	122	298	STATES	58,936	16,884	42,052
North Carolina	1,290	263	1,027				
South Carolina	744	206	538				
Georgia	1,712	671	1,041				
Florida	2,359	753	1,606				

SECTION IV: OTHER DATA ON
FRANCHISE RESTAURANT INDUSTRY

FRANCHISE RESTAURANT EMPLOYMENT

1973 - 1979

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1973	744,469		218,579		525,890	
1974	806,807	+ 8.4%	246,833	+12.9%	559,974	+ 6.5%
1975	893,468	+10.7%	297,772	+20.6%	595,696	+ 6.4%
1976	1,064,618	+19.2%	338,778	+13.8%	728,840	+22.4%
1977	1,230,081	+15.5%	385,013	+13.6%	845,068	+15.9%
1978	1,367,637	+11.2%	428,084	+11.2%	939,553	+11.2%
1979	1,497,283	+ 9.5%	492,169	+14.9%	1,005,114	+ 6.9%

Note: Includes part-time workers and working proprietors

MINORITY FRANCHISE RESTAURANT OWNERSHIP, 1973 - 1979

NUMBER

	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>
Negro	221	258	268	255	283	412	430
Spanish Surname	217	343	357	271	291	402	387
American Indian	13	18	22	22	23	31	24
Oriental	<u>73</u>	<u>101</u>	<u>117</u>	<u>198</u>	<u>232</u>	<u>263</u>	<u>298</u>
TOTAL	524	720	764	746	829	1,108	1,139

INTERNATIONAL FRANCHISING, 1973 - 1979

NUMBER OF ESTABLISHMENTS

<u>LOCATION</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>
Canada	1,082	860	940	1,047	1,074	1,196	1,383
Mexico	69	71	78	87	79	84	95
Caribbean	61	70	81	96	115	150	148
Europe:							
United Kingdom	375	429	408	433	421	454	494
Other	78	101	98	103	154	164	212
Australia	186	223	230	224	328	384	422
Asia:							
Japan	184	265	311	415	460	590	801
Other	31	41	43	53	64	120	139
Other ¹	<u>81</u>	<u>109</u>	<u>195</u>	<u>162</u>	<u>170</u>	<u>198</u>	<u>218</u>
TOTAL	2,147	2,169	2,384	2,620	2,865	3,340	3,912

¹ Includes South America, Africa, New Zealand and Central America.

TYPES OF CHANGES IN OWNERSHIP

	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>
Repurchased for company ownership	533	477	311	280	305	321	484
Converted to franchisee ownership	175	198	184	413	425	312	579
Establishments Discontinued:							
Company-Owned	210	288	281	221	219	334	376
Franchisee-Owned	<u>619</u>	<u>842</u>	<u>883</u>	<u>981</u>	<u>789</u>	<u>1,061</u>	<u>1,072</u>
TOTAL ESTABLISHMENTS	1,537	1,805	1,659	1,895	1,738	2,028	2,511

REPURCHASE OF FRANCHISE UNITS

<u>Year</u>	<u>Units Repurchased For Company Ownership</u>	<u>Units Converted To Franchisee Units</u>
1971	783	158
1972	413	145
1973	533	175
1974	477	198
1975	311	184
1976	280	413
1977	305	425
1978	321	312
1979	484	579

FRANCHISE AGREEMENTS
RENEWALS AND TERMINATIONS, 1978 - 1979

RENEWALS	<u>1978</u>	<u>1979</u>
Eligible for Renewal	1,104	938
Renewed	952	836
Not Renewed	152	102
By Franchisor	65	22
By Franchisee	44	46
By Mutual Agreement	43	34
TERMINATIONS		
Number	956	1,062
By Franchisor	499	501
By Franchisee	414	485
By Mutual Agreement	43	76
Reasons for Termination		
By Franchisor	499	501
Non-payment of royalty and financial default	490	317
Quality control violations	9	18
Other	-	166

OTHER STATISTICAL DATA

SALES: Of the 18 franchise business categories, restaurants rank third in sales. In 1979 total sales were \$24,765,916,000 and accounted for 8 percent of total franchise sales.

NUMBER OF ESTABLISHMENTS: Restaurants ranked second out of the eighteen franchise businesses in number of establishments in 1979. Restaurants, with 58,936 establishments, accounted for 13 percent of total franchise establishments.

EMPLOYMENT: Of all franchise businesses, restaurants ranked number one in total employment in 1979. These restaurants had total employment of 1.5 million persons and accounted for 32.5 percent of franchise employment.

INTERNATIONAL FRANCHISING: Restaurants continue to be the largest category of U.S. franchises in foreign countries. Restaurants had 3,912 foreign locations in 1979, or 20 percent of total foreign franchise establishments.

SECTION V: DATA ON DONUT
SHOPS AND ICE CREAM STORES

DONUT SHOPS AND ICE CREAM STORES

NUMBER OF FRANCHISE FIRMS

	<u>1977</u>	<u>1978</u>	<u>1979</u>
Donut Shops	15	17	17
Ice Cream Stores	16	24	26

EMPLOYMENT

	<u>1977</u>	<u>1978</u>	<u>1979</u>
Donut Shops	27,018	32,874	28,112
Ice Cream Stores	23,379	35,060	40,325

FRANCHISE DONUT SHOPS

1977 - 1981*

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1977	2,051		165		1,886	
1978	2,244	+9.4%	183	+10.9%	2,061	+9.3%
1979	2,317	+3.2%	191	+ 4.4%	2,126	+3.2%
1980	2,436	+5.1%	196	+ 2.6%	2,240	+5.4%
1981	2,595	+6.5%	209	+ 6.6%	2,386	+6.5%

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1977	\$393,305		\$26,449		\$366,856	
1978	514,104	+30.7%	41,551	+57.1%	472,559	+28.8%
1979	555,058	+ 8.0%	48,750	+17.3%	506,308	+ 7.1%
1980	602,546	+ 8.5%	54,435	+11.6%	548,111	+ 8.3%
1981	668,015	+10.8%	61,590	+13.1%	606,425	+10.6%

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee Owned</u>
1977	\$191,761	\$160,297	\$194,515
1978	229,102	227,055	229,286
1979	239,558	255,235	238,150
1980	247,350	277,729	244,692
1981	257,423	294,688	254,159

* 1980 and 1981 estimated by respondents

FRANCHISE ICE CREAM STORES

1977 - 1981*

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1977	5,525		68		5,458	
1978	5,960	+ 7.9%	121	+77.9%	5,839	+ 7.0%
1979	5,355	-10.2%	112	- 7.4%	5,243	-10.2%
1980	5,630	+ 5.1%	93	-17.0%	5,537	+ 5.6%
1981	6,399	+13.7%	94	+ 1.1%	6,305	+13.8%

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee Owned</u>	<u>Percent Change</u>
1977	\$373,464		\$ 6,981		\$366,483	
1978	562,424	+50.6%	31,324	+348.7%	531,100	+44.9%
1979	598,509	+ 6.4%	21,347	- 31.9%	577,162	+ 8.7%
1980	673,380	+12.5%	19,321	- 9.5%	654,059	+13.3%
1981	762,935	+13.3%	19,745	+ 2.2%	743,190	+13.6%

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee Owned</u>
1977	\$ 67,595	\$102,662	\$ 67,146
1978	94,366	258,876	90,957
1979	111,766	190,598	110,082
1980	119,605	207,753	118,125
1981	119,227	210,053	117,873

*1980 and 1981 estimated by respondents